



COMMUNITY GROUNDWORKS POSITION DESCRIPTION

Title: Farm Director
Reports To: Executive Director

General Statement of Duties and Responsibilities

The Farm Director develops and oversees all aspects of Community GroundWorks' farm-based programs, including Troy Community Farm, wholesale businesses, an apiary, and the greenhouse seedling sales. The Director further develops and oversees all associated intern and education programs and assures that new farmers are steeped in agroecological principles for a sustainable food system of the future.

The Farm Director has significant autonomy and requires a broad skill-set, including strong management and operational skills, attention to detail, grant writing and marketing skills, superior interpersonal skills, ability to write and teach curriculum, business plan development, and in-depth agricultural experience. The Farm Director mentors aspiring farmers on how to start and manage their own sustainable farms, while managing the Troy Community Farm as a high production, hand scale working farm and outdoor classroom. The Farm Director carries the vision for the farm program, and collaborates with other programs and staff. The Farm Director must be a creative, self-directed solution-seeker who can identify opportunities and bring initiative for expansion to the organization.

Specific Duties and Responsibilities

Program Development and Oversight

Maintaining, improving, and strategically growing for value-added and wholesale products are essential for the overall health of the organization. This includes the responsibilities to:

- Oversee Troy Community Farm and all associated projects such as the CSA, , the herb business, the apiary, and the greenhouse seedling offerings.
- Work with the Farm Manager to further develop these programs with an eye toward community impact, efficiency, and increased net income.
- Think strategically and as a part of the organization's management team about program development and make decisions about where program resources are best allocated.
- Further develop and implement a production plan for crops.
- Maintain and further develop the farm's equipment and infrastructure to effectively support the production goals of the program

Staff Training and Supervision

Recruiting, training, retaining and mentoring farm staff is an integral part of the Farm Director's position. This includes the responsibilities to:

- Directly supervise the farm manager and indirectly supervise all other staff, farm apprentices, and volunteers.
- Recruit, select, and instruct all farm interns and volunteers. Assure that all staff, apprentice, and volunteer paperwork are complete according to policy and procedures.
- Update current farm staff training guides, or author new ones as appropriate, to assist in both educating farm staff and setting consistent standards and expectations among them.

- Develop and implement farm staff orientations, classes, workshops, and/or other educational opportunities that both enhance farm staff experiences on the farm and help develop a competent and effective work force.

Beginning Farmer Program

The beginning farmer program is an important contribution to providing safe, healthy, fresh food to the community and directly builds on future of small, sustainable farms in WI and beyond.

- Coordinate the recruitment, selection, and orientation of beginning farmer apprentices.
- Prepare and present the curriculum to farm apprentices. Continually refine and further develop the beginning farmer training curriculum, focusing on hand-scale organic production, marketing, and small farm business management.
- Identify, write, and manage grant, corporate, and other funding for the beginning farmer program.
- Evaluate farm apprentice progress and offer constructive guidance.
- Provide leadership in creating a positive educational environment for farm apprentices.

Marketing and Fundraising

Sales are the primary income stream for all farm-based programs. The Farm Director is responsible for overseeing all farm-based products and services offered for sale as well as associated pricing and marketing. Grant writing and other forms of fundraising are also integral to the job.

- Further develop and implement a farm marketing plan that includes CSA, wholesale, and other farm sales avenues.
- Work with the Farm Manager to carefully oversee the farm product line, set prices, track sales, and make necessary adjustments for increased net income.
- Oversee sales through future outlets, including expansion of existing programs and new farm-based social enterprises, value-added products, and expanded consulting services
- Develop and refine advertising, brochures, newsletters, stories, handouts, presentations, and other materials, as well as coordinating distribution with Administrative staff.
- Be available for teaching, public speaking, consulting, collaborating, and otherwise participating in food system planning, coordination, projects, and collaborative grants.
- Research, write, submit reports and grants that support the farm program, capital needs, projects, and associated education programs.

Administrative and Additional Responsibilities

The Farm Director is responsible for administrative tasks related to running the farm businesses and also works with other Community GroundWorks staff for the overall success of the organization.

- In conjunction with other Directors, develop and manage the overall farm budget, including tracking expenses and income, in the context of the overall agency budget.
- Provide quarterly progress reports and an annual report to the Executive Director.
- Ensure that farm organic certification is maintained and updated each year.
- Assure that WI food safety licensing requirements are met and maintained for all wholesale and food-related activities.
- Attend staff, board, and other relevant meetings as necessary.
- Lead tours, give classes, and assist with organization events as necessary.
- Maintain favorable relations with community partners working with the farm (Donors, Mendota Mental Health staff, UW and MC, etc.)
- Take on additional tasks as directed by the Executive Director.

Required Knowledge, Skills and Abilities

- This position requires a minimum of 4 years experience managing all aspects of diversified organic vegetable production, including annual planning, greenhouse production, and equipment operation and maintenance, plus 3 years experience training, supervising, and evaluating employees, interns, and/or volunteers, or the equivalent.
- Knowledge of and demonstrated ability to manage organic vegetable certification and WI food safety licensing requirements.
- Successful experience writing and reporting on grants.
- Experience developing and analyzing budgets, as well as overseeing monthly financials and business plan goals.
- Ability to handle multiple demands in a dynamic work environment.
- Ability to work independently while meeting pertinent deadlines and timelines.
- Ability to handle stressful situations in a calm, effective manner.
- Experience working with non-profit organizations desirable.
- Strong experience working with productive, proactive teams.
- Proficient use of smart phones, office software, email, and other technology.
- Ability to interact in a professional, courteous, and confidential manner with others and to function as an ambassador of the agency in a wide variety of venues and circumstances.
- Ability to communicate effectively both verbally and in writing, including the ability to listen and solve problems.
- Ability to provide support and leadership while working with groups of people on projects.
- Experience working with diverse groups of people in community settings, with cultural competence.
- Strong organizational and communication skills and a demonstrated ability to follow through on commitments, responsibilities, and tasks.
- Flexibility and willingness to grow in response to needs or changes in the field.
- Ability to be innovative and resourceful while planning and organizing a demanding workload.
- Ability to commit to and promote CGW's mission, goals and priorities.

Additional Information/Requirements

- Ability to lift and carry 50 pounds.
- The Farm Director must own or have unrestricted access to reliable automobile transportation, provide proof of automobile insurance as required by the State of Wisconsin, and provide a copy of a valid Wisconsin driver's license. Employees are required to provide updated proof of insurance and driver's license as they renew.
- Ability to drive a standard transmission vehicle, tractors, and other farm equipment.

Position Classification

This position is FLSA Exempt, Full Time 1.0 FTE